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UNCLAS HARARE 002493

SIPDIS

DEPT FOR AF/PD, AF/S, AF/PDPA

E.O. 12958: N/A

TAGS: PREL KPAQ ZI

SUBJECT: MAJOR PLACEMENT OF POWELL BYLINER

11. Harare is pleased to report that the November 14 edition of the government-controlled daily "The Herald" carried the full text of Secretary Powell's byliner on Iraq (Washington File story AEF20012 of 11/12/2002).
12. The article got prominent play as the lead opinion piece on the op-ed page, published under the title "We do not seek war with Iraq - Powell." Photographs of President Bush, Secretary Powell and Saddam Hussein accompanied the article.
13. Comment: Given the current state of US-Zimbabwean relations, and the "Herald's" customary hostility to US policy, this placement is a significant one. We do not believe it signals a change in the "Herald's" editorial policy, but are nonetheless pleased that they chose to air our side of the story on Iraq. This placement also underscores the power of high-profile byliners. End comment.

SULLIVAN